

2020年12月29日
December 29, 2020

挑战的一年 庆幸成绩尚可接受
THE SHOW CLOSED WITH REASONABLE RESULTS
IN A YEAR FULL OF UNCERTAINTIES

尊敬的参展商：

「第三十三届中国国际表面处理展 SFCHINA2020」，如期于 12 月 8-10 日在广州闭幕。在参阅本届「展览会初步报告」各项统计数字时，请留意以下两点：

1、本届展览会数据

表面上，本届各项观众参观数字较往年逊色。然而，从实际角度分析，须留意以下情况：

- 在国内多项防疫措施限制下，本届仍有**近 4,000 名中国境内观众**登记及出席展会，我们认为是可以接受的数字；
- 全球各国实施**旅行限制**，令**海外观众未能出席**参与。

2、「线上展览会」让展期延长六十天

- 针对本年疫情的情况，主办单位今年首次设立「线上展览会」，让观众于广州展览会期间及结束后，仍能通过**线上平台继续参观至 2021 年 2 月 6 日**；
- 尽管本届的「线上展览会」在多方面仍有改善地方，我们相信通过这崭新介面功能，可**满足行业包括参展商及观众的需求**。未来我们将继续循此方向，发展及优化展览会的多元服务。

最后，我们希望为行业带来一个更成功的 2021 年上海展！

Dear Exhibitors,

As usual, we present to you our Preliminary Report of SFCHINA2020 held on Dec 8-10, 2020 in Guangzhou, P. R. China. Before you move on to read the Report, we need to highlight the following areas:

1. STATISTICS OF THE YEAR

On the surface, the total number of visitors looks far lower, but please bear in mind of the following factors:

- Near **4,000 China visitors** registered and attended the show in person. Please note that it is not a figure easy to achieve, as extra health regulations implemented had hindered the travelling plans of many Chinese visitors.
- Worldwide **travel restrictions** have been largely enforced, there was inevitably **no international visitors**.

2. THE ONLINE SHOW HELPS TO ATTRACT INTERNATIONAL VISITORS, AND WILL CONTINUE TO DO SO FOR 60 MORE DAYS

- To help the industry stay connected, we had created a **Virtual Show** to facilitate exhibitors and visitors to **meet online even after the Guangzhou Ground Show ended**.
- The Virtual Show is our first attempt to develop the show in this direction. Though there are certain areas which need to be improved, we believe both **exhibitors and visitors can benefit** from this new platform. In future we will continue to build and strengthen our show in this direction.

Finally, we wish to bring the industry a more successful show in 2021 Shanghai!

中国国际表面处理展主办单位 / SFCHINA Organizers

观众/展商初步数据及分析 Preliminary Visitors/Exhibitors Statistics & Analysis

出席人员总数: 观众及参展商代表

Total Number of Attendance: Registered Visitors & Exhibitor Representatives

	中国境内 Domestic China	海外 Overseas	总计 Total
▲ 观众 VISITORS	3,986 10,370 [2019] 10,303 [2018]	25 1,158 [2019] 1,163 [2018]	4,011 11,528 [2019] 11,466 [2018]
◇ 参展商代表 EXHIBITOR REPRESENTATIVES			1,375 3,225 [2019] 3,180 [2018]

以上数字包括:

- ▲1. 现场登记观众
- ▲2. 网上预登记并出席的观众
- ▲3. 参展商邀请并出席的观众
- ◇4. 参展商代表出席总人数

Above figures include:

- ▲1. **Visitors Registered Onsite**
- ▲2. **Visitors Pre-Registered** before show and shown up
- ▲3. **Visitors Invited by Exhibitors** and shown up
- ◇4. **Exhibitor Representatives** shown up

备注
Note

- 全球各国实施的旅游限制, 令海外观众数字无可避免地大幅减少。
- Global travel restrictions led to inevitable decrease in number of Overseas Visitors this year.

观众参观总人次

Total Number of Visitors' Man Trips

	2020-12-08 展期第一天 DAY 1	2020-12-09 展期第二天 DAY 2	2020-12-10 展期第三天 DAY 3	总计 TOTAL
首次入场观众 *Debuting Visitors	2,285 6,803 [2019] 6,722 [2018]	1,525 4,221 [2019] 4,040 [2018]	201 504 [2019] 704 [2018]	4,011 11,528 [2019] 11,466 [2018]
再入场观众 *Returning Visitors	—	258 1,213 [2019] 1,691 [2018]	54 209 [2019] 509 [2018]	
当天参观总人次 Total Man-Trips on the Day	2,285 6,803 [2019] 6,722 [2018]	1,783 5,434 [2019] 5,731 [2018]	255 713 [2019] 1,213 [2018]	4,323 12,950 [2019] 13,666 [2018]

*「首次入场观众」指当天首次出席观众

*「再入场观众」指展期第一或/及二天曾进场参观、而第二、三天再入场参观观众

*'Debuting Visitors': Total Number of Visitors Attending the Show for the First Trip.

*'Returning Visitors': Visitors Re-Visiting the Show after the First Trip.

备注
Note

- 因疫情关系, 本届展览会规模较往年缩小, 再入场观众人数因此亦相对减少。
- Number of returning visitors dropped as the exhibition size was significantly reduced because of COVID-19.

表内小字为「2019年中国国际表面处理展(上海)」及「2018年中国国际表面处理展(广州)」相关数据

Corresponding figures of SFCHINA2019 (Shanghai) & SFCHINA2018 (Guangzhou) & are shown above in smaller font size.

参展商数据及分析 Exhibitor Statistics & Analysis

参展商数据

EXHIBITOR DATA

展区 Zone	海外及香港/台湾地区 Overseas, Hong Kong & Taiwan Regions			中国境内 Domestic China			总计 TOTAL
	1区 Zone 1	2区 Zone 2	3区 Zone 3	1区 Zone 1	2区 Zone 2	3区 Zone 3	
1 = 电镀及表面精饰 Electroplating & Finishing Technology 2 = 环境保护、安全及个人保护设备 Environmental, Safety & Protection 3 = 涂装及涂料产品 Coating Applications & Coating Products	17	2	8	68	22	47	
代表公司 No. of Exhibiting Companies	27			137			164
	99 [2019]			241 [2019]			340 [2019]
	81 [2018]			232 [2018]			313 [2018]
首次参展公司 No. of New Exhibitors	1	0	0	13	8	11	
	1			32			33
	12 [2019]			65 [2019]			77 [2019]
	16 [2018]			67 [2018]			83 [2018]
参展商代表国家/地区 Countries / Regions Represented	—			—			13
							22 [2019]
							19 [2018]

备注
Note

- 本届有 33 家首次展出的参展商，占整体参展商 20%。
- 参展商来自 13 个国家和地区，为观众展示多元化服务和产品。
- 20% (33) of the companies are New Exhibitors this year.
- Exhibitors came from 13 countries / regions, offering a diverse scope of exhibits.

展览会同期举行技术交流数据及分析 Concurrent Technical Programmes: Statistics & Analysis

A

2020 表面工程科技应用沙龙：“5G 为表面处理带来的新价值与新机遇”

2020 Surface Engineering Application SALON: “5G Giving Finishing Industry New Values & Opportunities”

总场数 Total No. of Sessions	4	出席人数 (约) Total No. of Attendees (Approx.)	300
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B

智能与安全涂装技术论坛：

- 智能涂装技术与设备新趋势 [共 4 场]
- 涂装的 E.S.H. —— 环保、安全、健康 [共 4 场]

Coating Applications Technical Forum — Smart & Safety Management:

- Trends in Smart Coating Technology & Equipement [4 Sessions]
- Environmental, Safety and Health (ESH) for Coating Applications [4 Sessions]

总场数 Total No. of Sessions	8	出席人数 (约) Total No. of Attendees (Approx.)	210
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参与各项展览会同期举行技术交流总人次 (约) Total No. of Visitors Attending Technical Programmes (Approx.)	510
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备注
Note

- 本届技术交流活动（「沙龙」及「技术论坛」）共有超过 500 名观众参与。
- 各场活动总时间逾六小时，观众可深入学习表面处理领域内热门话题，例如：5G、智能涂装、安全管理等。
- Over 500 visitors attended Technical Programmes on-site.
- Delegates enjoyed more than 6 hours of in-depth, complimentary lectures on popular subjects of surface finishing like 5G, Smart Coating, Safety Management, etc.

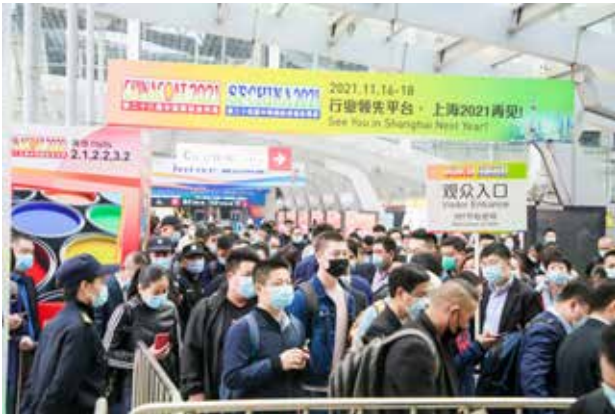
附本届展览会实况图选。详细展览会报告将于 2021 年一月底发布。

In the following pages, you can find Snapshots from SFCHINA2020. Detailed Post-Exhibition Report will be available in January 2021.

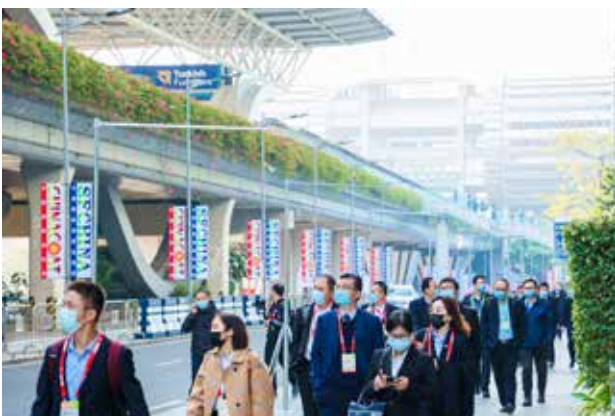
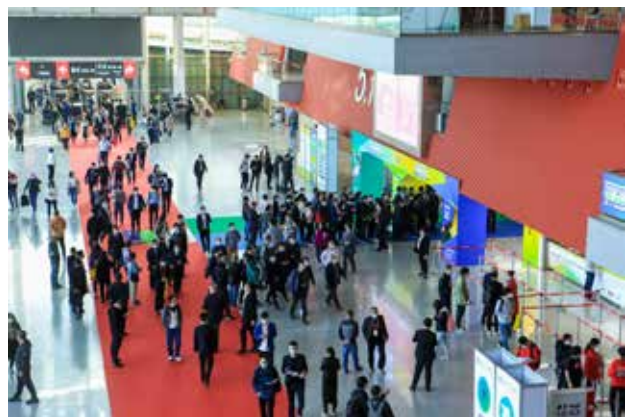
表内小字为「2019 年中国国际表面处理展（上海）」及「2018 年中国国际表面处理展（广州）」相关数据

Corresponding figures of SFCHINA2019 (Shanghai) & SFCHINA2018 (Guangzhou) & are shown above in smaller font size.

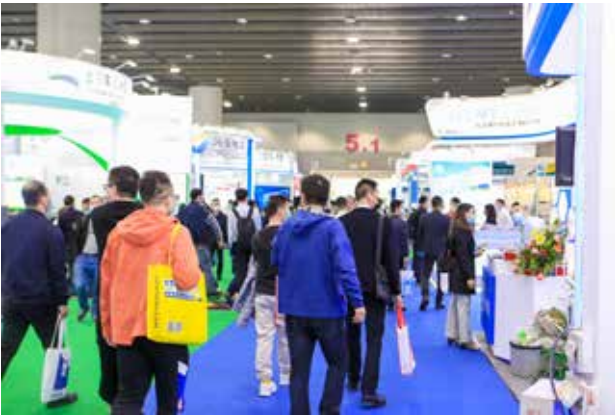
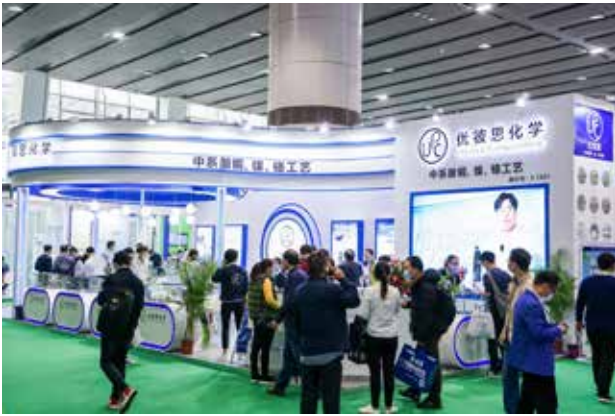
2020 广州展览会回顾 SNAPSHOTS FROM SFCHINA2020 GUANGZHOU



观众在展览会第一天 12 月 8 日早上排队进场。
Visitors queued up to enter the venue on Day 1 – December 8 morning.

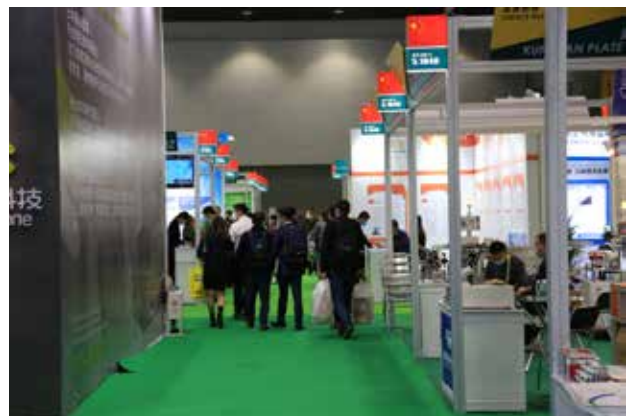


展览会今年首设观众电子入场证，观众成功登记后获取预登记二维码，携带身份证 / 护照及穗康码到现场进行核对，即可入场参观。
Visitor Electronic Pass was introduced for the first time this year. Visitors entered exhibition halls with Electronic Pass together with their Passport/ID documents and Suikang Code (Guangzhou Health Code) for onsite verification.



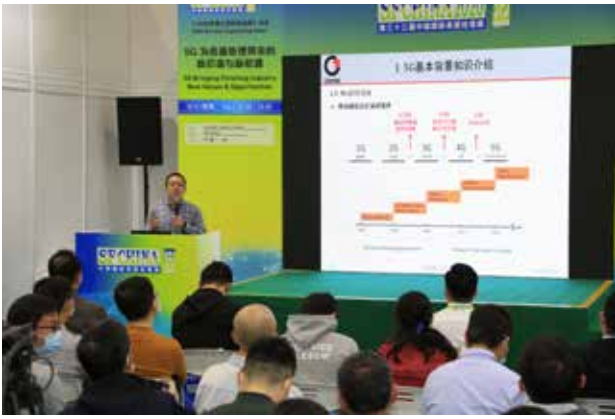
今年展览会有 164 家行业供应商参展。展馆划分三大展区：「电镀及精饰技术」、「环境保护、安全及个人保护设备」、「涂装及涂料产品」。

SFCHINA2020 brought together 164 suppliers. The exhibition comprised 3 exhibit zones: "Electroplating & Finishing Technology", "Environmental, Safety & Protection", and "Coating Applications & Coating Products".



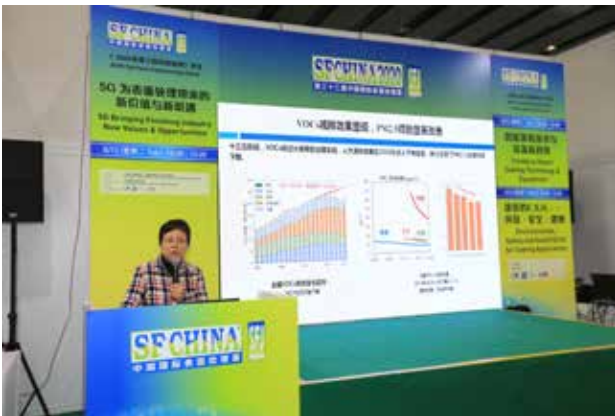
展览会设有标准展台给中小型参展商选择。

Standard Shell-Scheme exhibit spaces were set up to specifically cater for small- and medium-sized exhibitors.



由广州市二轻研究所及《电镀与涂饰》中文核心期刊主办，SFCHINA 合办，并由广州市科学技术协会支持的「2020 表面工程科技应用沙龙」中，讲者与 300 名观众分享了 5G 为表面处理带来的新价值与机遇。

Speakers of "2020 Surface Engineering Application Salon" shared their views on "5G Giving Finishing Industry New Values & Opportunities" with 300 visitors. The Application Salon was organized by GZ ETSING Plating Research Institute and Electroplating & Finishing Journal, co-organized by SFCHINA and supported by Guangzhou Science and Technology Association.



展览会同期举办了「智能与安全涂装技术论坛」，主题为：「智能涂装技术与设备新趋势」及「涂装的 E.S.H. — 环保、安全、健康」，210 名观众参与。

Technical Forum on "Smart & Safety Management" with the themes of "Trends in Smart Coating Technology & Equipment" and "Environmental, Safety and Health (ESH) for Coating Applications" was held alongside the exhibition, attracting a total of 210 visitors.



展览会现场首次进行「参展商采访直播」，让观众通过参展商实时分享了解更多行业挑战、技术趋势及新应用和新产品。观众也可在稍后时间收看专访回播。

Visitors had the chance to learn more about industry challenges, technology trends as well as new applications and products from industry professionals through our newly-introduced Exhibitor Interview Live Broadcast on-site. These interview sessions are available for playback too.



虽受疫情影响，观众主动热切向参展商了解各种新技术及新产品。
Despite facing a difficult year from pandemic, visitors were eager to learn new technologies and new products from exhibitors.



本届展览会首次推出线上展览会（www.sfchinavirtual.net），为未能亲临实体展览会的观众提供线上参与机会。线上版在实体展览会结束后（12月10日）继续运作60天至2021年2月6日。
A new On-line Version (www.sfchinavirtual.net) is launched this year to allow visitors who are unable to travel to Guangzhou to visit the Show. It will be available for 60 more days after the closing of the Guangzhou Ground Show (December 10, 2020) until February 6, 2021.

